



**SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

MINUTES

THURSDAY, March 28, 2019

1. CALL TO ORDER AND ROLL CALL: 10:32 AM

ROLL CALL

Members Present

- Rafael Rivero, City of Santa Rosa
- Peter Rumble, Santa Rosa Metro Chamber
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites
- Donna Renteria, Best Western Garden Inn
- Vern Lakusta, Hotel E

City of Santa Rosa Staff Present

- Kevin King – City of Santa Rosa

Visit Santa Rosa Staff Present

- Brad Calkins, Visit Santa Rosa Executive Director
- Charlene Lennon, Visit Santa Rosa, Director of Sales
- Kim Link, Visit Santa Rosa, Sales and Service Manager
- Tanya Rainey, Visit Santa Rosa Executive Assistant
- Chris Vomvolakis – Visit Santa Rosa Director of Marketing

2. PUBLIC APPEARANCES / PUBLIC COMMENTS: Linda Galletta – Face 2 Face (Beerfest The Good One), Eric Fraser – Casa Bello.

3. APPROVAL OF MINUTES

September 7, 2018 – No changes. Motion to approve by Rafael Rivero, seconded by Donna Renteria, motion carries 5-0.

November 29, 2018 – No changes. Motion to approve by Rafael Rivero, seconded by Todd Anderson, motion carries 5-0.

4. EVENT SUPPORT APPLICATIONS

Salmonid Restoration Conference

Event Support: Motion made by Donna Renteria to approve \$1,500, seconded by Todd Anderson, motion passes 5-0.

WAGS Monster Trucks Nationals

Event Support: Motion made by Todd Anderson to approve \$1,000 for marketing outside area, seconded by Peter Donna Renteria, motion passes 5-0.

Beerfest The Good One (Face 2 Face)

Event Support: Motion made by Peter Rumble to approve \$1,500 for marketing outside Sonoma County, seconded by Todd Anderson, motion passes 5-0.

At the conclusion of agenda item 4.3 Board Member Peter Rumble exited the meeting.

Country Summer

Event Support: Motion made by Donna Renteria to approve \$5,000 for marketing outside the area, seconded by Vern Lakusta, motion passes 3-1.

National Heirloom Exposition

Event Support: Motion made by Todd Anderson to approve \$5,000 for marketing outside the area, seconded by Donna Renteria, motion passes 4-0.

Sonoma County Harvest Cup

Event Support: Motion made by Todd Anderson to approve \$2,500 for marketing outside area, seconded by Vern Lakusta, motion passes 4-0.

5. ADJOURN: 11:41 AM